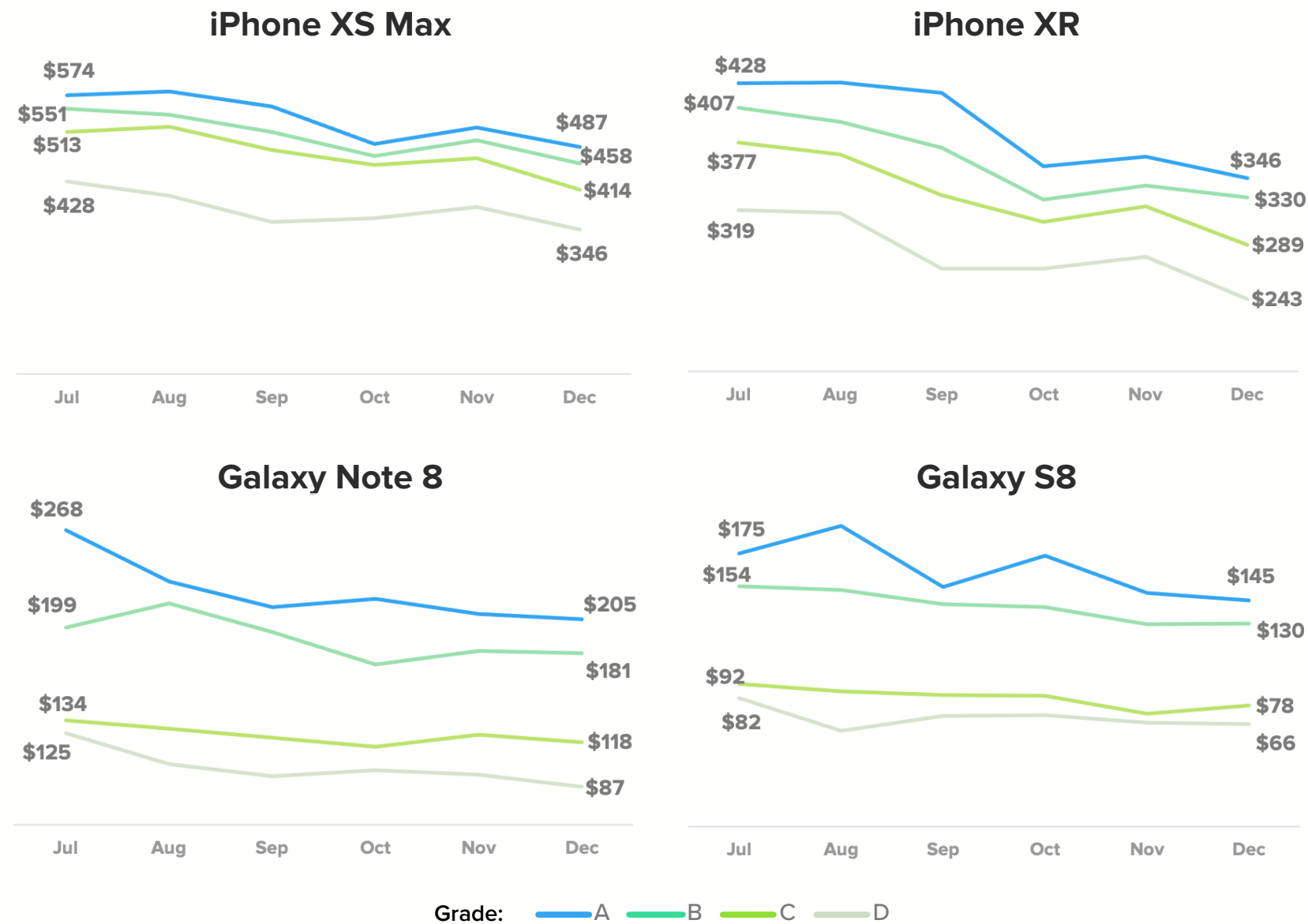


## — B2B Secondary Market Pricing Performance



## — Key Takeaways

**Top iPhone model pricing behaved unexpectedly** given the delayed timeline of the iPhone 12 launch. Prices came down by 4.2% in October, increased by 3.2% in November, and then depreciated by 8.3% in December.

**The pricing of Samsung devices in the secondary market returned to historical expectations** averaging 2.1% depreciation per month in Q4 across top models.

**20.1%** average delta between ASPs across condition grades for Samsung devices; 10.2% across top iPhone models.

**Secondary market volume continues to be lower than the previous year**, with a lack of trade-ins accounting for the majority of the shortfall.

- Q3 was down 7% YOY
- Q4 was down 9.5% in terms of units shipped compared to 2019



### The B-Stock Minute: Q3 Mobile Digest Recap

Missed the Q3 Mobile Digest? B-Stock's Mobile Strategy Manager Joe Dube covers all the highlights in one minute. See what trends came out on top.

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### The iPhone 12 and its Surprise Performance on the Secondary Market

Apple released four new iPhone models in 2020. Historically, the annual iPhone release happens in late September, but given the impact of COVID-19 on the supply chain in 2020, new models hit the primary market in two waves. But what happened next, we didn't expect.

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